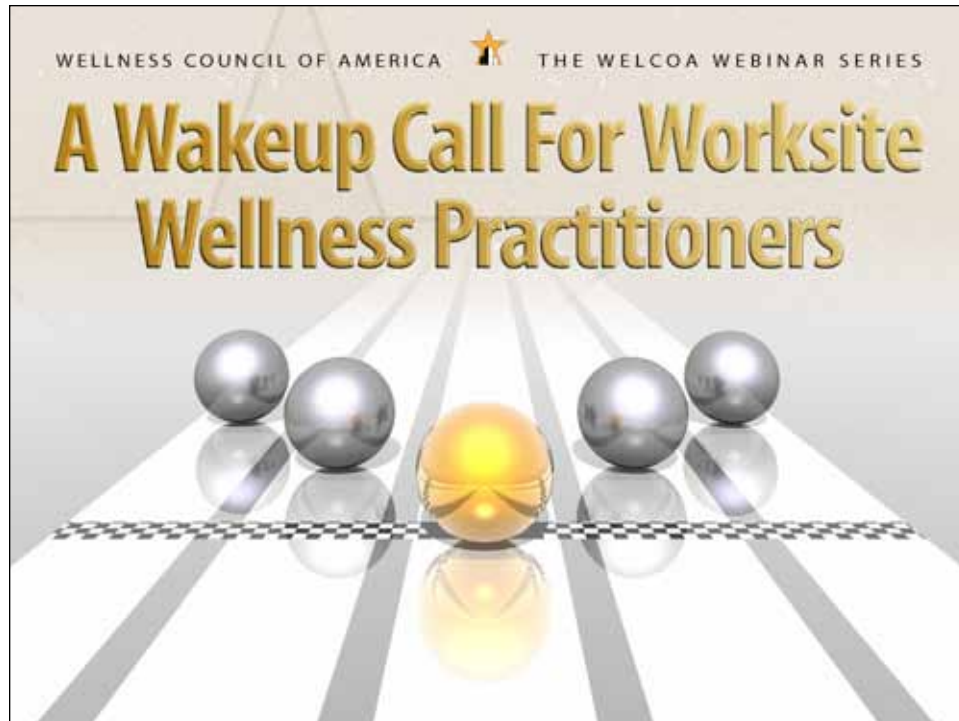


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Change At The Speed Of Life

- ★ There has been more information produced in the last 30 years than during the previous 5,000.
- ★ The information supply available to us doubles every five years.
- ★ A weekday edition of the NY Times contains more info than a person living in 17th century England would have come across in a lifetime.

—Richard Saul Wurman
Information Anxiety



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Stopping The Vicious Cycle...

"I can't stand this proliferation of paperwork. It's useless to fight the forms. You've got to kill the people producing them."

—Vladimir Kabiadze
General Director
Ivanovo Machine Building Works
Near Moscow at a communist
party conference in 1988




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The Ever-Expanding Workweek

- ★ The average work week has grown to almost 50 hours a week in the U.S.
- ★ The typical U.S. employee now works the equivalent of one extra month per year compared to his or her counterpart in 1970.
- ★ More than one-third of Americans are working 10+ hours a day and 39% are working on the weekends.
- ★ Perhaps the greatest victims of downsizing are the lunch hour and semi-annual vacations.

—Juliet Schor
The Overworked American



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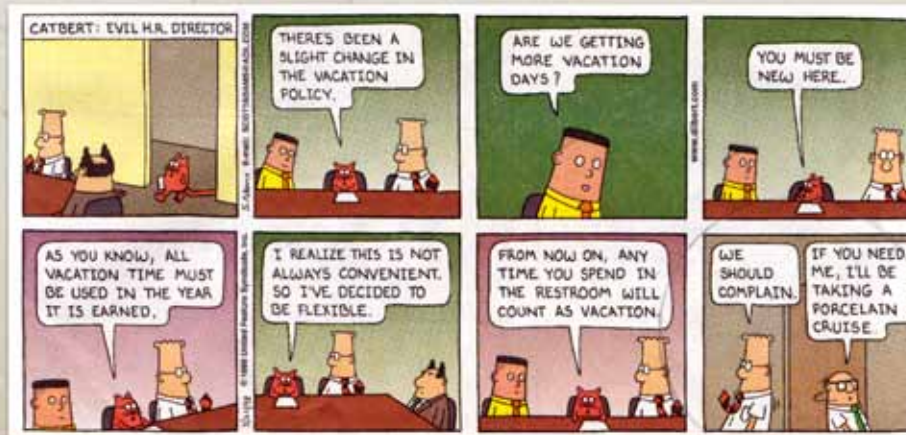
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The Porcelain Cruise



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The Standard Is...Perfection

If 99% is good enough, then...

- ★ 22,000 checks will be deducted from the wrong bank accounts in the next 60 minutes.
- ★ 1,314 phone calls will be misplaced by telecommunications services every minute.
- ★ 28 sets of glowing parents would bring home the wrong child from the hospital.

—InSight, Syncrude Canada, Ltd

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Competing For Survival

- ★ If you look at a roster of the 100 largest U.S. companies at the beginning of the 1900's—16 are still in existence.
- ★ Fortune magazine's first list of America's 500 largest companies (1956) reveals that only 29 of the original top 100 could still be found in 1992.
- ★ During the decade of the 1980's, a total of 230 companies—46 percent—disappeared from the Fortune 500 list.

—Price Pritchett
New Habits for a Radically Changing World

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They're Baaaack...

"Pink slips are suddenly flying again as employers show a new willingness to cast off workers at the first hint of trouble."

—Newsweek



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Health Status Of Working People

- ★ 1 in 4 Americans has high blood pressure
- ★ Approximately 3+ in 5 adults are overweight or obese
- ★ 50+% have blood cholesterol values above 200mg/dl
- ★ 1 in 4 are completely sedentary
- ★ The typical American has seven chronic risk conditions

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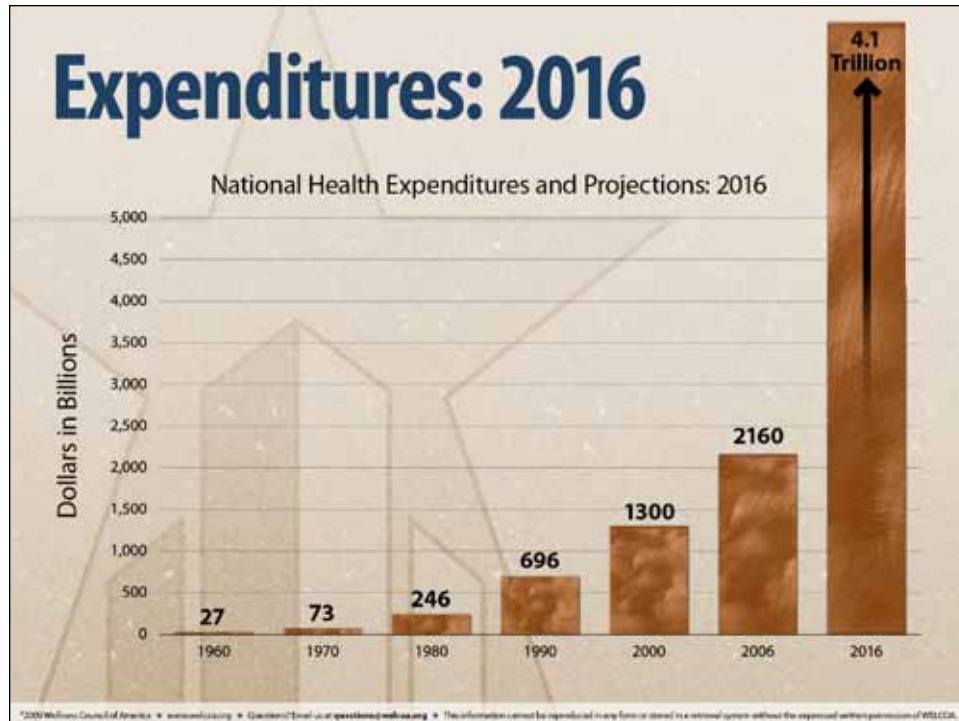
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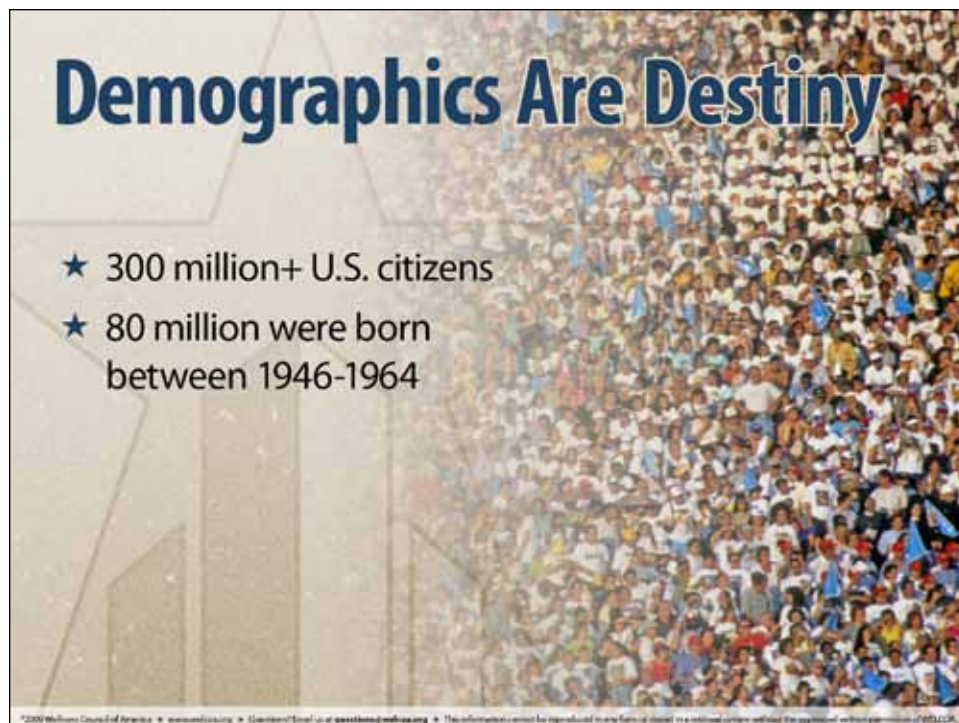
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What's In A Word?

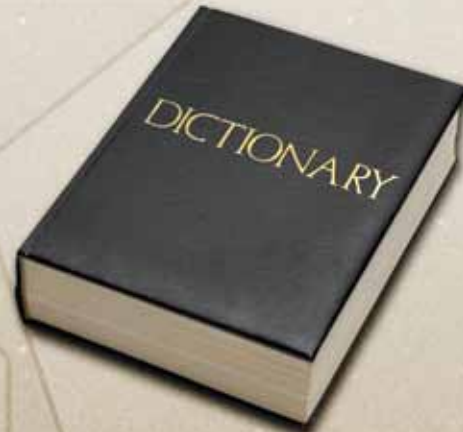
Ergon, Ergasia; original root denotes a work or business or a working performance.

Traditional Definition

- ★ Work—To operate effectively and successfully.

Contemporary Definition

- ★ Work—Extreme physical and mental effort characterized by intense activity.



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Synonyms For Work

Traditional

- ★ Art
- ★ Calling
- ★ Craft
- ★ Livelihood
- ★ Profession
- ★ Skill
- ★ Specialization
- ★ Walk

Modern

- ★ Daily Grind
- ★ Drudgery
- ★ Obligation
- ★ Slogging
- ★ Struggle
- ★ Sweat
- ★ Toil
- ★ Travail
- ★ Trial
- ★ Troubles



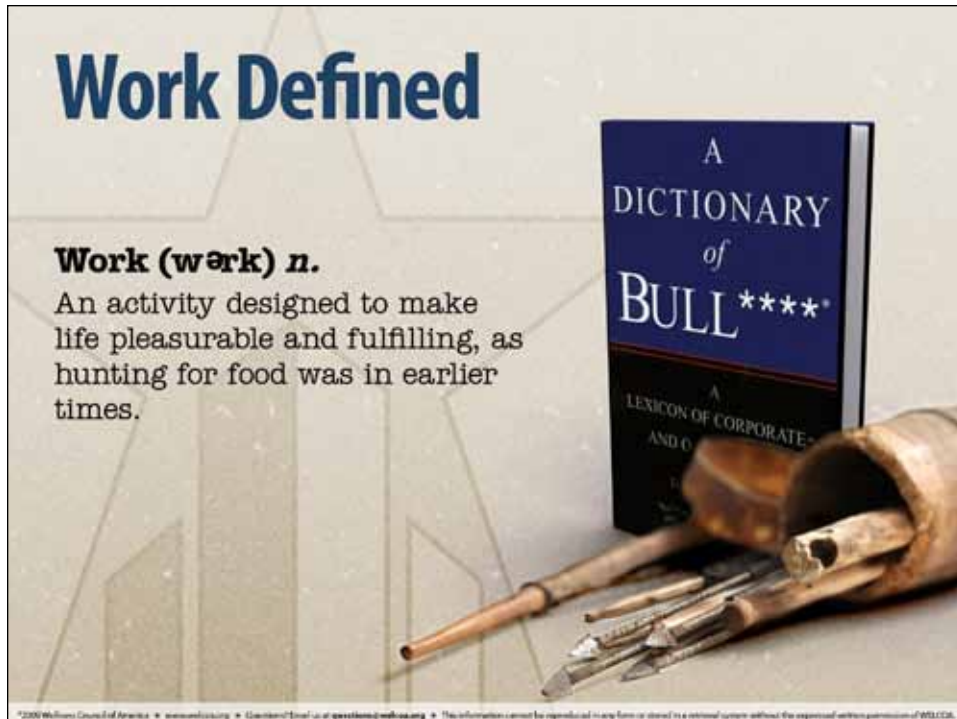
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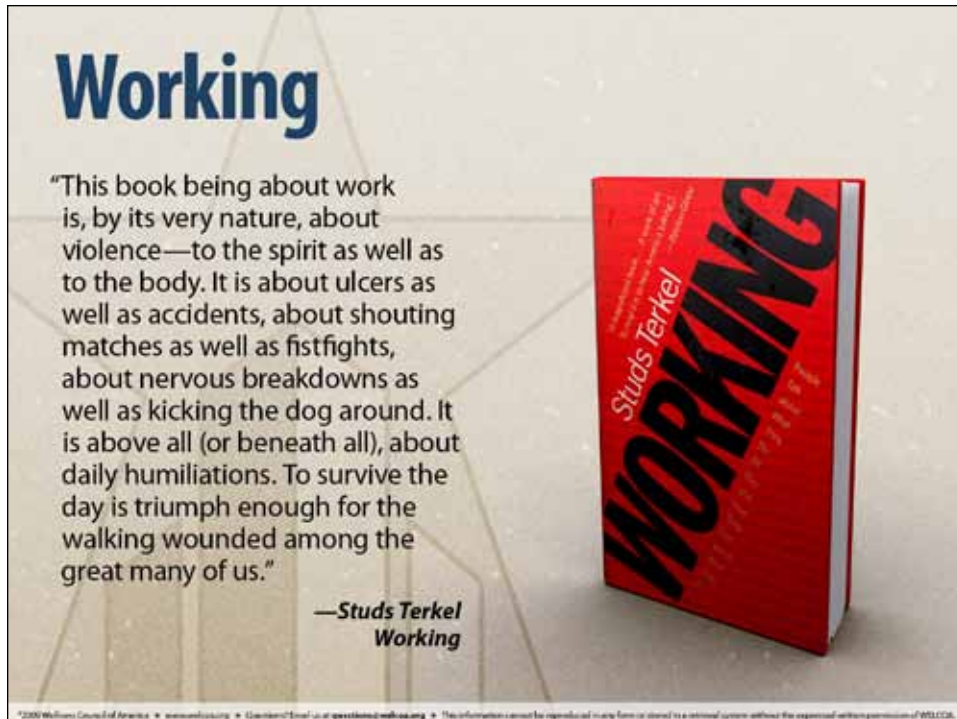


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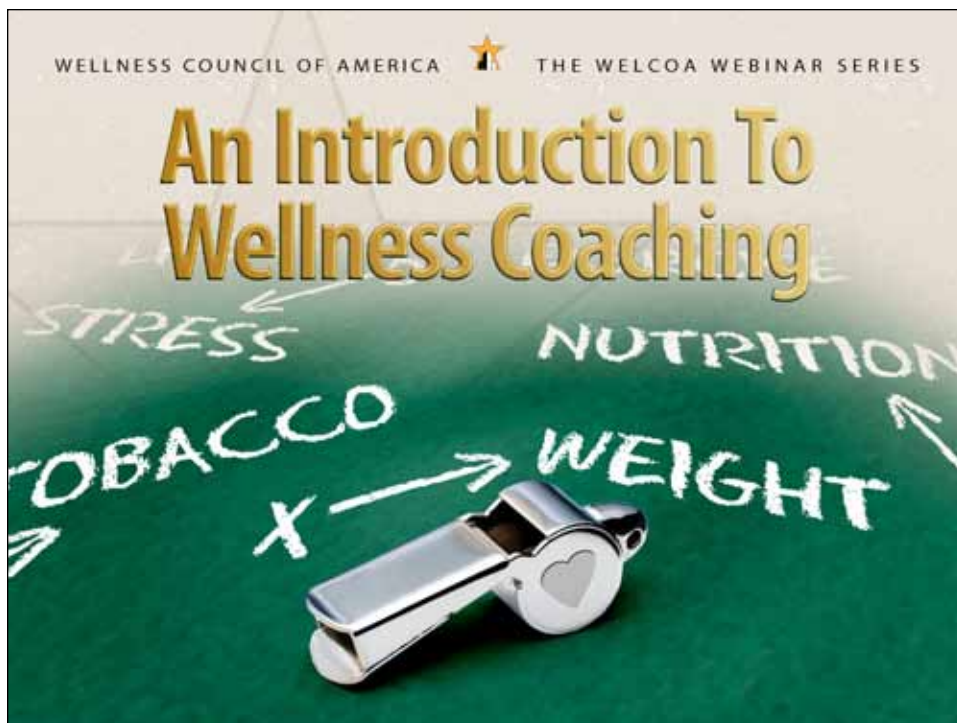


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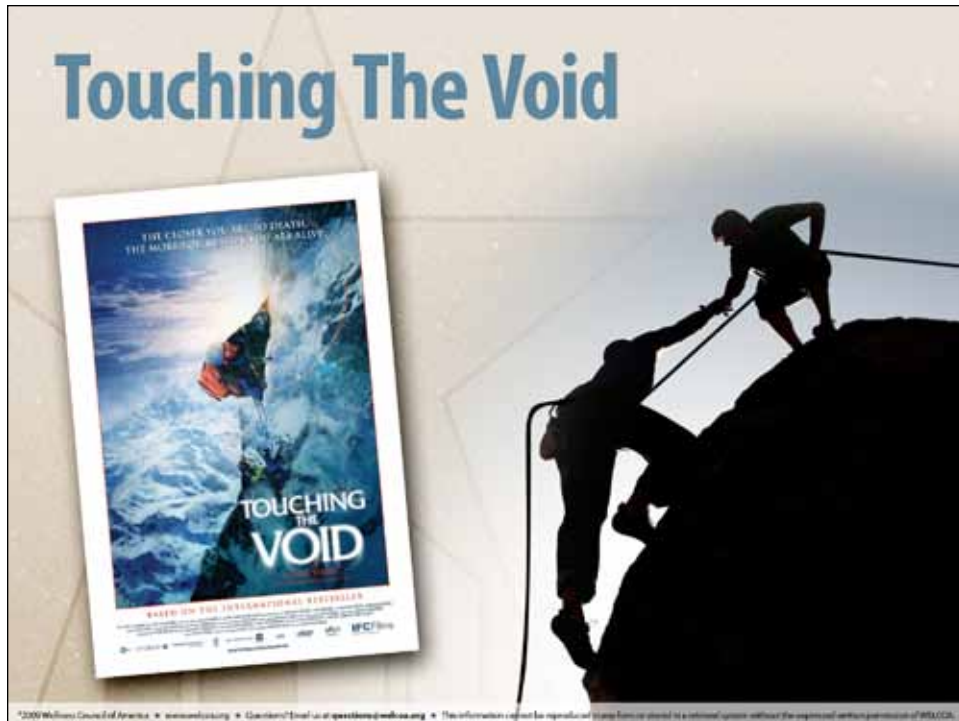


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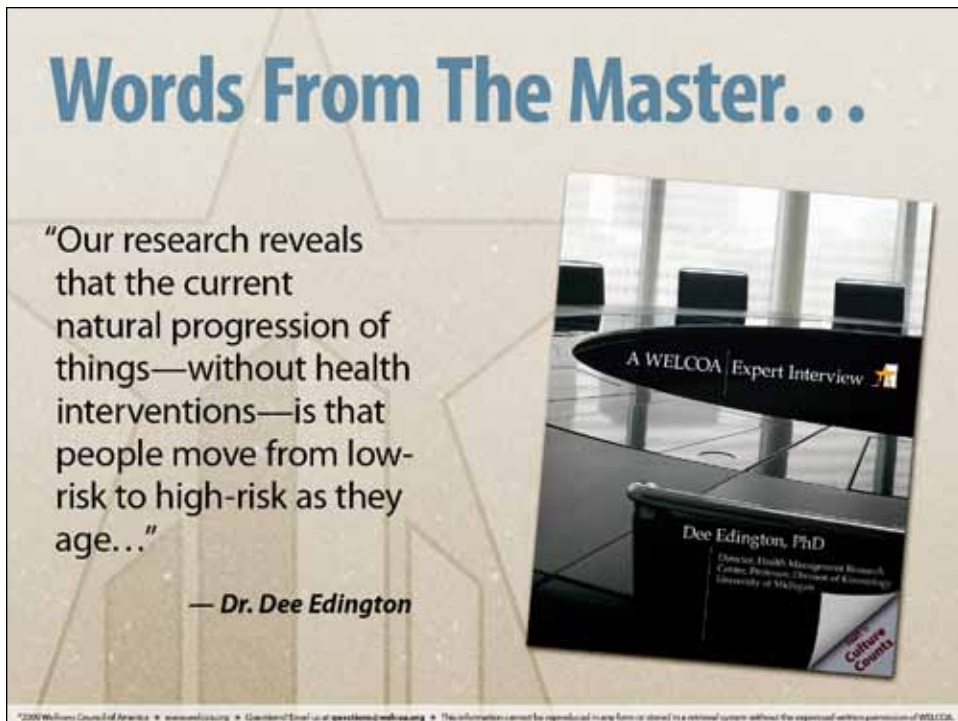


Demographics Are Destiny

- ★ 300 million+ US citizens
- ★ 80 million were born between 1946-1964

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Words From The Master...

"Our research reveals that the current natural progression of things—without health interventions—is that people move from low-risk to high-risk as they age..."

— **Dr. Dee Edington**

A WELCOA Expert Interview

Dee Edington, PhD
Director, Health Management Research Center, Professor, School of Kinesiology, University of Missouri

How Culture Counts

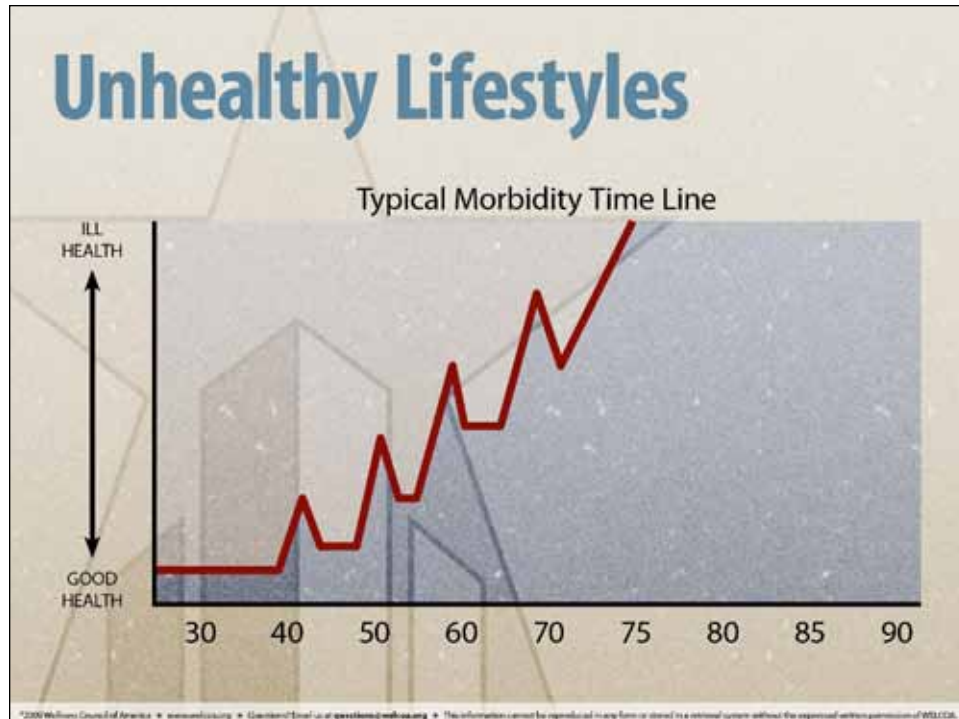
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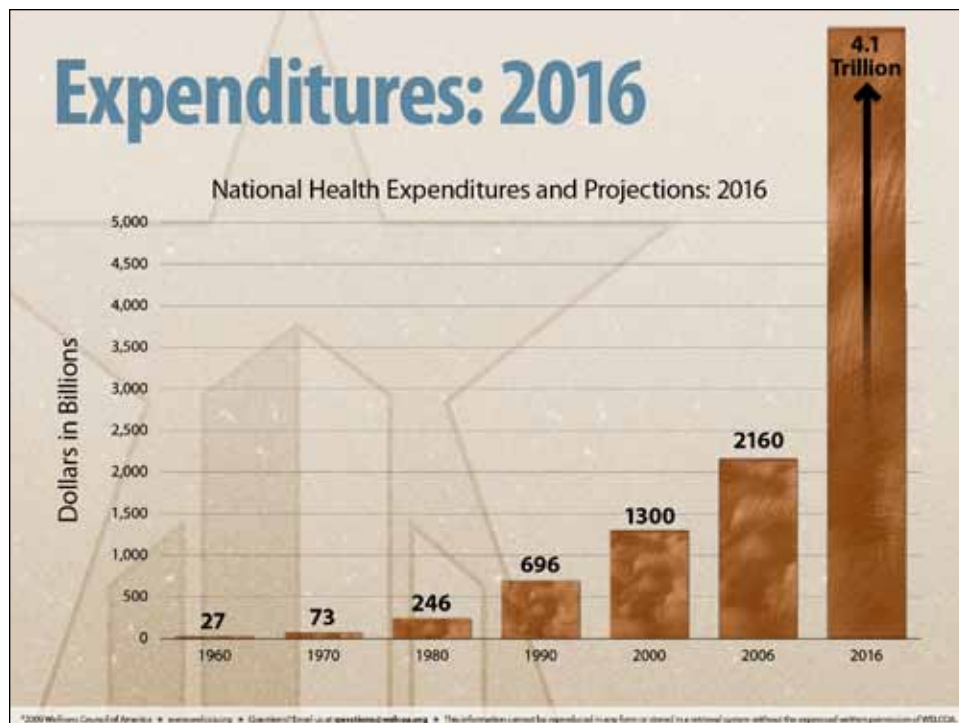


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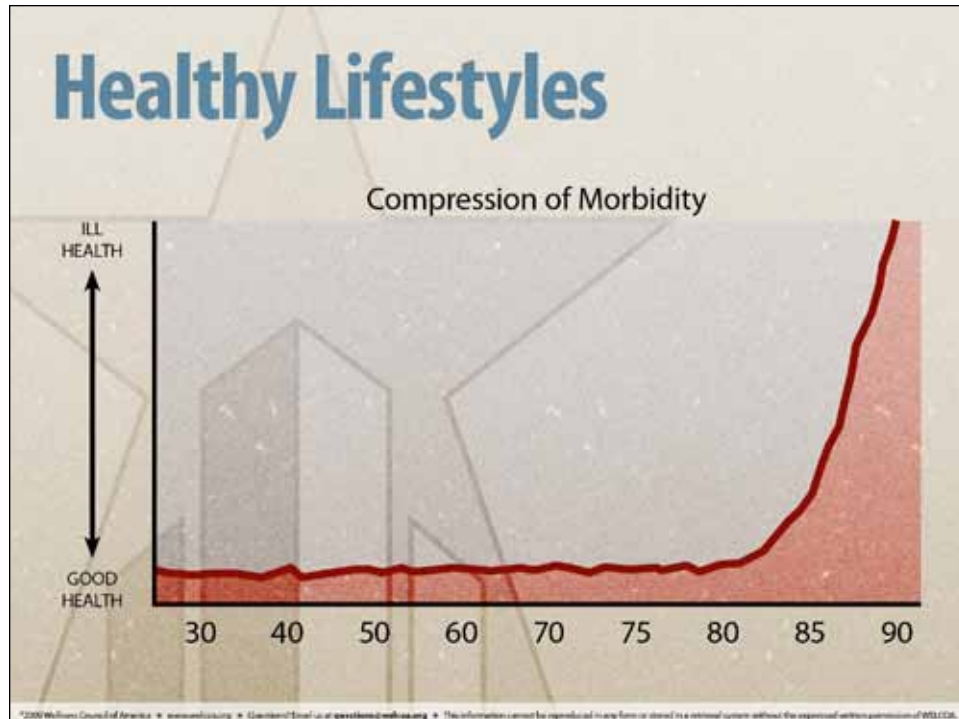


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Small Changes Lead To Big Outcomes

"Reducing calorie consumption by 100kcal/day was projected to eliminate 71.2 % cases of overweight or obesity and reduce productivity losses by \$45.7 billion per year."

— Dall, et al., Predicted National Productivity Implications of Calorie and Sodium Reductions in the American Diet, American Journal Of Health Promotion, vol 23, Is 6, page 423

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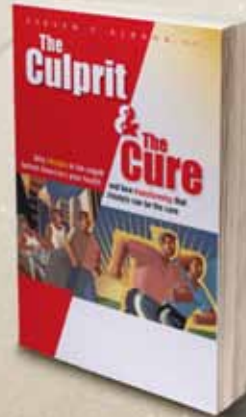
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Live Longer, Live Better

"By walking 30 to 45 minutes on most—preferably all—days of the week, you will delay the onset of disability by 10 to 12 years."

—Dr. Steve Aldana



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The Rub

"It's obvious to us that wanting to change and even knowing how just isn't enough. People, at least most of us, just don't change lifestyle behaviors on our own. It's hard. We know it's hard from our own personal experience. We need help—individual and personal and powerful support for our efforts to actually take action to change our lives."

—Jay Vandegrift
President and CEO
Wellness Coaches USA



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Information Worth Noting

- ★ Every year approximately 70% of employees attempt to adopt new healthy lifestyle practices.
- ★ Less than 20% are successful in maintaining those changes.

—Dr. Judd Allen and Dr. Joe Leutzinger,
The Art of Health Promotion,
March/April 1999



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Going All In

"Worksite wellness initiatives that do not include wellness coaching will find it very difficult to achieve substantive and sustained improvement in employee health and well-being."

— Jay Vandegrift
President and CEO
Wellness Coaches USA



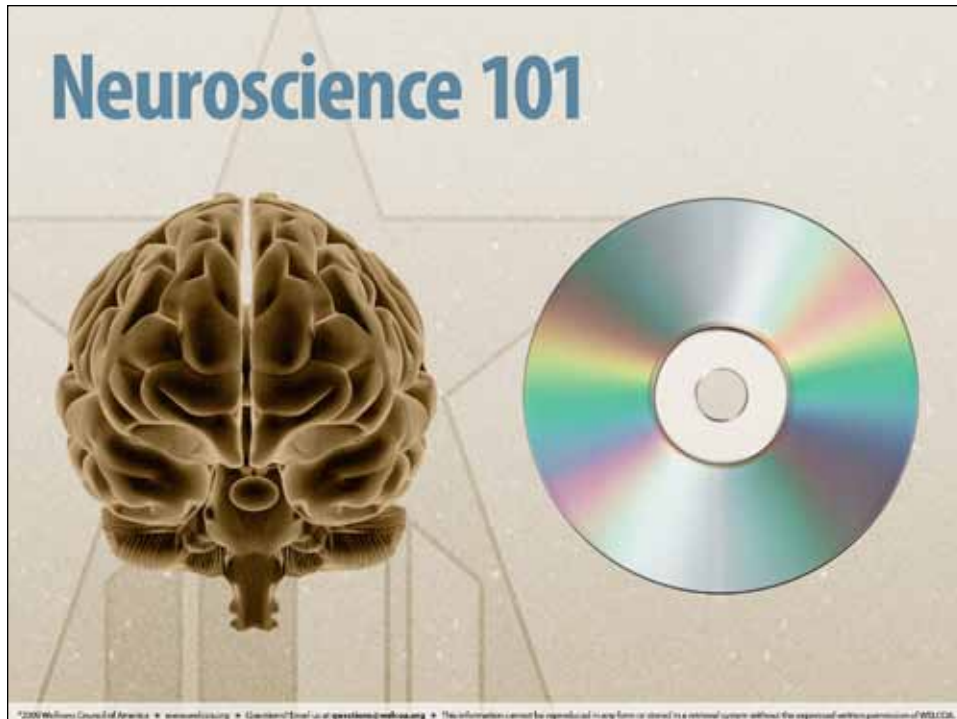
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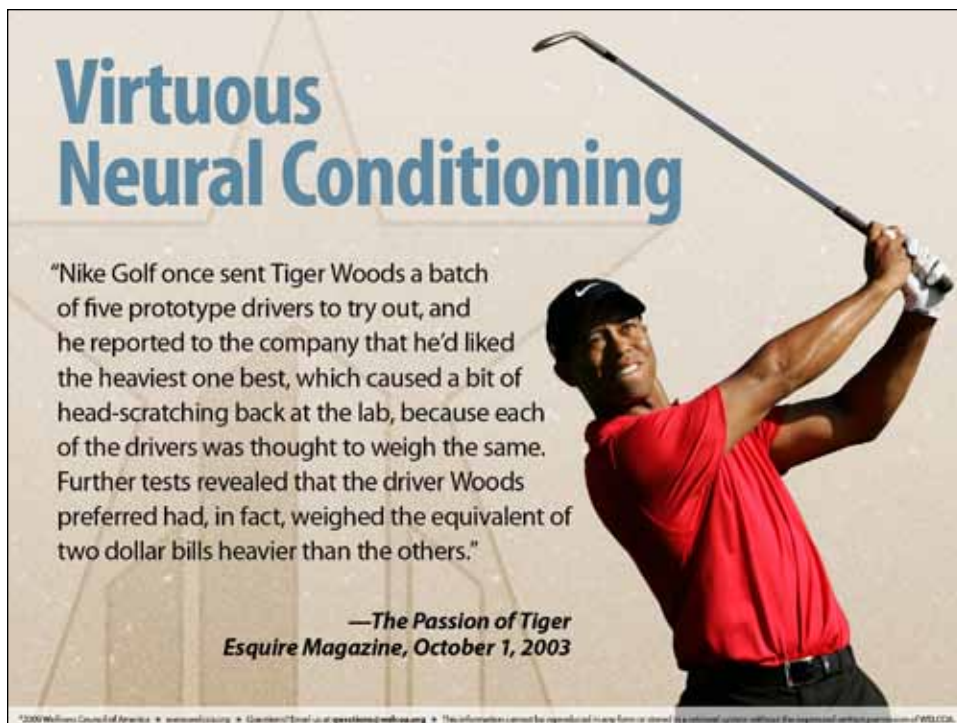


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Vicious Neural Conditioning

- ★ An almost infinite number of fast food restaurants make foods high in sugar, salt, and fat affordable and easy to access.
- ★ This combination of fat, sugar and salt creates an intensely satisfying hedonic experience by stimulating enzymes that cause us to eat more than we need to.
- ★ This hedonic experience imprints itself in a kind of neural pathway that increases the likelihood that we will repeat the behavior.
- ★ Which the average person will do as many as 300 times per year—thus burning the groove so deep that it is unlikely the person will be able to change without help.




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A WELCOA “Must-Read” Resource

“When we put food rich in sugar, fat, and salt in our mouths, we stimulate neurons, which are the basic cells of the brains. Neurons are connected in circuits and communicate with one another to create feelings, store information, and control behavior. They respond to rewarding foods by firing electrical signals and releasing brain chemicals that then travel to interconnected neurons. We say that those neurons are encoded for palatability—And these kinds of finds keep us coming back for more.”

— David A. Kessler, MD
“The End of Overeating”



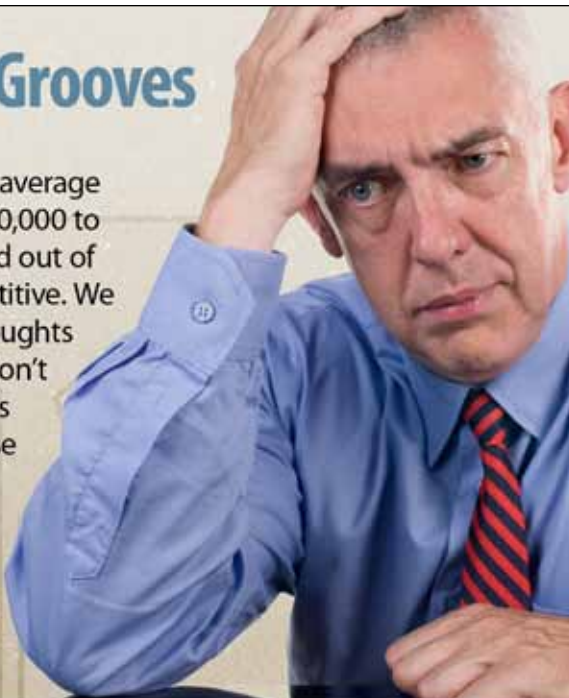
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Burning The Grooves

"Scientists believe that the average human being has about 50,000 to 60,000 thoughts a day, and out of those about 90% are repetitive. We keep having the same thoughts over and over again. We don't have a lot of new thoughts every day. And out of those 90% that are repetitive about 85% are negative or counterproductive."

— Dr. Suzanne Kryder, CEO,
The Mind To Lead

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The Worst 15 Minutes

"Last night I gave up drinking, smoking, and women—it was the worst 15 minutes of my life."

— Lyrics taken from Rodney Atkins' 'The Worst 15 Minutes'

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Today's Objectives

- ★ Provide a definition of coaching.
- ★ Illuminate how the coaching process works.
- ★ Examine the metrics of coaching success.
- ★ Highlight a case study of a successful worksite coaching experience.
- ★ Present the characteristics of a good coach.
- ★ Outline the criteria by which you can select the right coaching company for your organization.
- ★ Pinpoint the very best resources to allow you to expand your mastery of wellness coaching.

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Today's Expert Contributors

- ★ Jay Vandegrift, President & CEO
Wellness Coaches USA
- ★ Christina Marshall, President & CEO
Totally Coached
- ★ Dr. Suzanne Kryder, CEO
The Mind To Lead
- ★ Dr. Larry Catlett, President & CEO
Occupational Medical Consulting
- ★ Dr. Kristin Vickers, Clinical Psychologist
Mayo Clinic
- ★ Debra Dailey, Vice President of Wellness
Sodexo
- ★ Stephanie Downs, Health Promotion Coordinator
City of Ames



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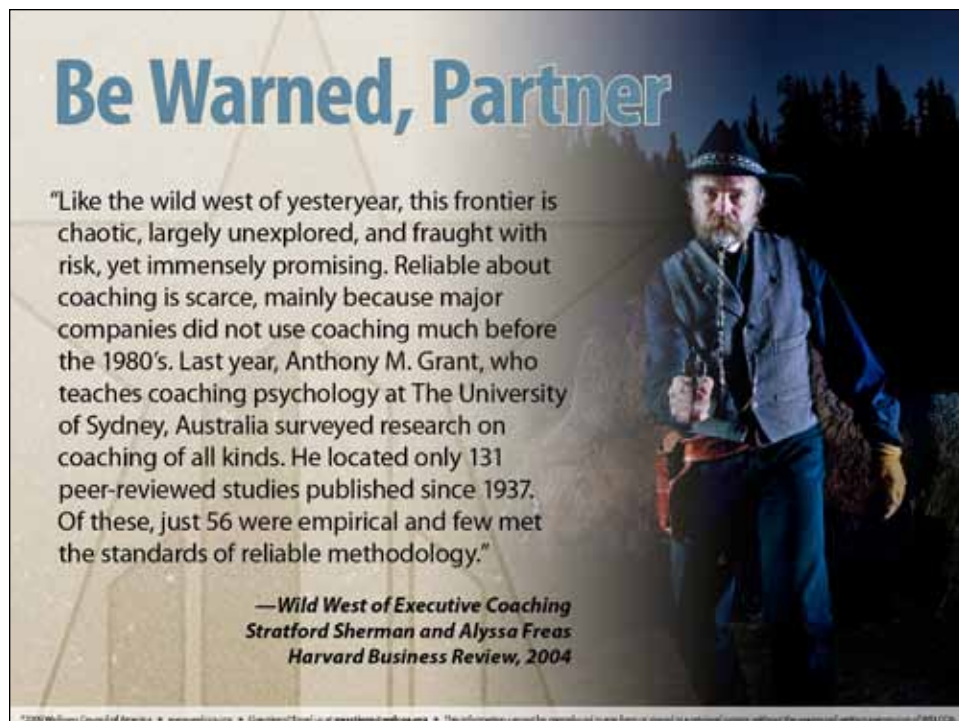


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Coaching Defined

"Coaching is conversation that elicits best thinking and decision making so people can create results that are important to them."

— **Christina Marshall**
Totally Coached

"Coaching is a trusting relationship that produces extraordinary results."

— **Dr. Suzanne Kryder**
The Mind To Lead



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Wellness Coaches USA Credo

"I'm here to partner with you to be your ally as you work to improve your health and find the life you seek. My agenda is your agenda. I will listen intently to you, truly listen and understand, not just wait for my turn to talk. I'll help you set goals and develop an effective plan for their accomplishment. I'll help you identify solutions that work best for you. I'll provide health information, advice, and education as well as connect you with the resources you need to be successful. Most importantly, I'll encourage you to look inside yourself and challenge the mindset that works against you and help you discover the will and motivation within yourself to propel you forward. I'll help you to believe that you are in command of your own life and the choices you make and that you and only you have the power to succeed. I will call upon you to do the work it takes to achieve your goals. I will challenge you and help you hold yourself accountable so that you keep moving forward, and I will always believe in you."

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Deficit Approach To People

1. People's strengths and resources are overlooked in favor of imperfections and limitations to correct.
2. People's limitations are the focus of attention because they are seen as challenges to success, while assets are ignored because there's no problem to address.
3. People focus on problems and interferences more than goals that are important to them.
4. People are expected to squeeze their individuality and varying realities of living into alignment with one-size-fits-all recommendations.
5. Information is expected to make the difference for people.
6. Advice is given often and freely.
7. People complain a lot.




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People As Valued Assets

- ★ People's strength are highlighted and awareness of resources is expanded in a search for assets to protect, develop, and build upon.
- ★ People's strengths, rather than weaknesses, are the focus of attention because strengths are seen as the building blocks of success.
- ★ People focus on goals to accomplish, and problems that arrive are solved along the way.
- ★ People expect one size fits all recommendations as a starting point and expect to adapt them to fit their individuality and varying realities of living.
- ★ Information is expected to increase knowledge but not, necessarily, create behavior change.
- ★ People listen a lot and ask questions.
- ★ People view challenges as opportunities for learning.



— *Goodbye Talking Heads*, Christina Marshall,
Absolute Advantage Magazine, October 2002

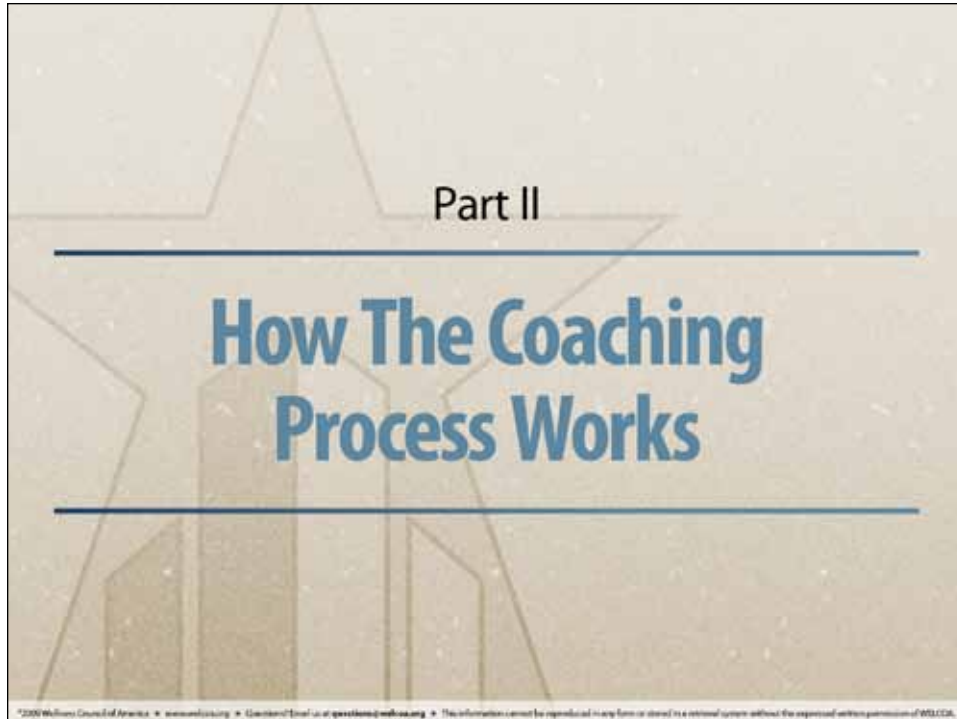
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The Coaching Methodologies

- ★ Face-to-Face
- ★ Telephonic
- ★ Electronic
- ★ Hybrid



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Who Should Get What Coaching Method?

Online Lifestyle Management Interventions	Coaching Intervention
★ White collar	★ Blue collar
★ Higher education levels	★ Lower educational levels
★ Substantial incentives	★ Minimal incentives
★ Strong English skills	★ Weak English skills
★ Extensive computer use	★ Limited computer use
★ Internet connected	★ Not internet connected
★ High job travel requirements	★ Low job travel requirements
★ High turnover	★ Available finances
★ High self-efficacy	★ Low turnover
★ Strong self-initiative	★ Low self-efficacy
★ Not strongly relational	★ Weak self-initiative
★ No severe health risk present	★ Strongly relational
★ Two or fewer health risks	★ Severe health risks present
★ Computer savvy	★ 3 or more health risks
★ Under 30 years of age	★ Not computer savvy
★ Few major life events in the past year	★ Over 30 years of age
★ Strong work attendance	★ Smoker
	★ BMI above 30
	★ Many major life events in the past year
	★ Absence prone

Chapman et al., The Role Of Health And Wellness Coaching In Workplace Health Promotion, The Art Of Health Promotion, Jul-Aug 2007

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How Many Sessions Does It Take Before You Begin To See Changes?

While it can vary greatly, it's usually anywhere from 3 to 15 sessions.



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How Much Does Coaching Cost?

In general:

- ★ Telephonic coaching services range from \$4-8 per eligible employee per month.
- ★ Onsite face-to-face services can range from \$8-10 per month
- ★ Specialized coaching services can range from \$20-25 per month.



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Caveat Emptor

But you need to be a savvy consumer to get the proper perspective on the true price of coaching services—and the key to getting the best deal is participation and engagement.

- ★ Suppose you have a company of 1000 eligible employees.
- ★ At \$10 per eligible employee per month, your total monthly coaching cost is \$10,000.
- ★ Suppose the engagement rate is 10%—this means 100 people are participating in wellness coaching.
- ★ At \$10,000 per month with 100 people participating; each session is really costing \$100 per engaged participant.
- ★ Now assume you have 80% participation; each session is costing \$12.50

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Part III

The Metrics of Coaching Success

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The Metrics of Coaching Success

- ★ Participation
- ★ Participant Satisfaction
- ★ Changes In Behavior
- ★ Changes In Biometric Measures
- ★ Engagement



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Part IV

Integrating Coaching Into Your Organization: Good, Better, Best

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Coaching Integration: Good

The coaching process revolves around the coordinated sharing of information on how to locate and access local and national resources consistent with benefit plan design.

- ★ Physical activity trackers
- ★ Simple HRA's
- ★ Free health information sites:
 - Medical Self-Care
 - Nutrition/Weight Management
 - Physical Activity
 - Stress
 - Smoking Cessation
- ★ Toll free health lines
- ★ Immediate referrals for people in distress with health problems



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Coaching Integration: Better

Inbound and outbound access to coaches who utilize screens and algorithms related to health behavior risks as quantified by personal health assessment experience. (e.g. disease management companies)



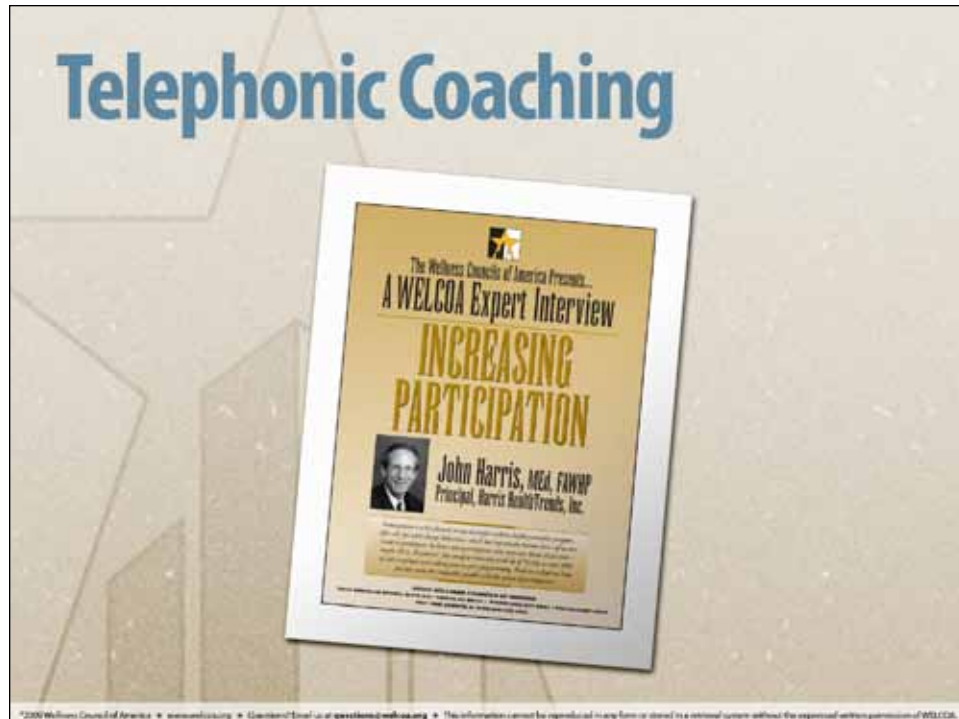
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Four Superb “Best” Resources

- ★ Wellness Coaches USA
- ★ Occupational Medical Consultants
- ★ Totally Coached
- ★ The Mind To Lead



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Part V

Case Study of a Successful Worksite Coaching Experience

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City of Ames, IA

- ★ Population of Ames, IA is 52,000 (with a major University)
- ★ City municipality—14 departments
- ★ Multiple sites—16 locations
- ★ 560 employees, 1350 total insured members
- ★ 75% Male, 25% Female
- ★ Average age = 44
- ★ 5 unions environment

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Executive Summary

The Concept

- ★ Living, Learning, And Moving Forward

The Opportunity

- ★ Reducing Health Risk
- ★ Working with the Whole Person
- ★ Improving Quality Of Life

The Potential

- ★ Healthier, More Productive People
- ★ Impacting The Bottom Line



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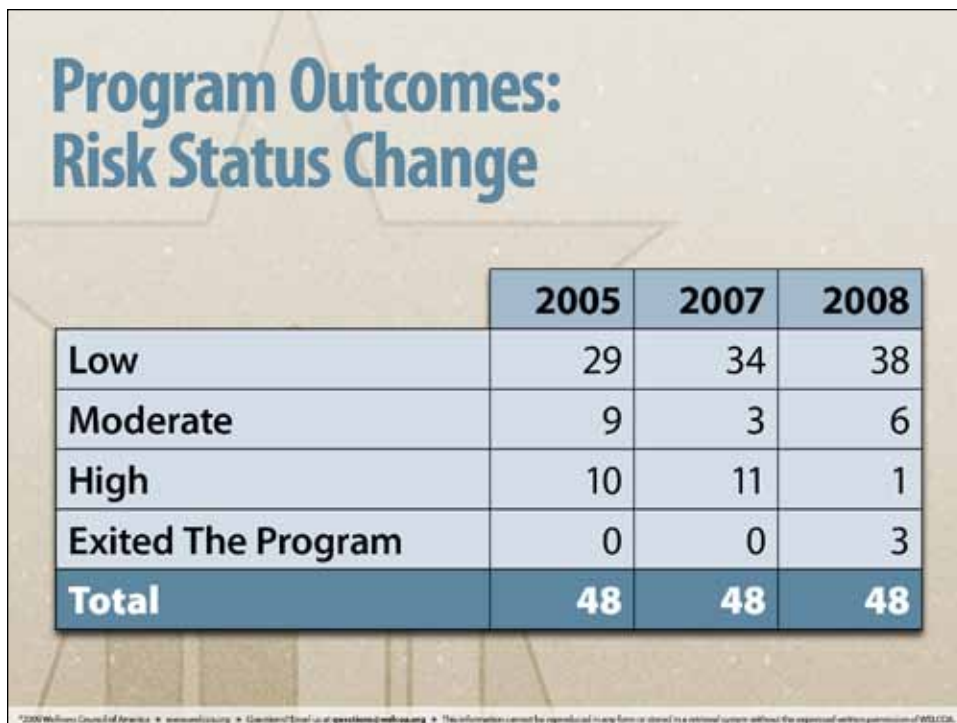


Program Design

- ★ Program Eligibility
- ★ Criteria For Participant Success
 - ★ Preventive Exams
 - ★ Health Care Consumerism Courses
 - ★ Metabolic Syndrome Measures
 - ★ Participation
- ★ Utilized a coaching structure and benefit linked incentive.

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Program Outcomes: Risk Status Change

	2005	2007	2008
Low	29	34	38
Moderate	9	3	6
High	10	11	1
Exited The Program	0	0	3
Total	48	48	48

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City of Ames Administrative Analysis		
	2007	2008
Coach Sessions (average #/part/year)	6	4
Session Length (ave min/part/year)	31	22
Cost Per Participant	\$311	TBD
Retention Rate	100%	100%

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Part VI

The Characteristics of a Good Coach

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The Characteristics and Qualities of a Good Coach

The two primary ingredients

★ Training	★ Disposition
‣ Formal education	‣ Love of others
‣ Certifications	‣ Engaging
‣ Years of experience	‣ Polite
	‣ Respectful
	‣ Caring
	‣ Empathetic
	‣ Burdened for health
	‣ Committed



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Part VII

The Criteria By Which You Can Select The Right Coaching Company For Your Organization

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Selecting The Right Organization

1. How long have you been providing onsite, face-to-face coaching? Is onsite face-to-face wellness coaching your core business?
2. How many of your clients use your onsite coaching services? How many of these also use your telephonic or Internet coaching services?
3. How many onsite wellness coaches do you employ that are full-time, onsite wellness coaches?
4. What percentage of your clients' employees engage in your wellness coaching process?
5. How many wellness coaching employee interactions does your onsite coach engage in per day, per month, per year?
6. How do you measure improvement in health risk factors and what are your improvement statistics?
7. How much experience do your mid- and senior-level folks have in managing onsite coaching?
8. What are the qualifications of your coaches? What is their average length of service providing onsite coaching? How are they hired, managed, and, most importantly trained? (I think that's a key.)
9. And finally, what type of coaching software have you developed to track your coaching interactions and help you measure and evaluate all the key statistics like participation, engagement and health improvement outcomes, etc. and what type of reporting do you provide?



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Part VIII

The Very Best Resources To Allow You To Expand Your Mastery of Wellness Coaching

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Excellent Resources: Organizations

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- ★ Occupational Medical Consultants
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- ★ The Mind To Lead

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Additional Considerations

- ★ Be careful about companies getting acquired or switching insurance carriers.
- ★ It's always worth asking about the copyrights of the materials your coaching company/coaches are using.
- ★ The best way of learning is to do it!

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